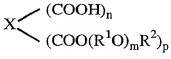
What is claimed is:

1. An additive for a rubber composition consisting essentially of an ester selected from an ester of (i) an aliphatic polyvalent carboxylic acid with (iii) a (poly)oxyalkylene derivative, and having at least one carboxyl group in its molecule, and an ester of (ii) an aromatic polyvalent carboxylic acid with (iii) a (poly)oxyalkylene derivative, and having at least one carboxyl group bonded to an aromatic ring in its molecule.

2. An additive for a rubber composition according to claim 1, wherein the ester of the component (i) and the component (iii) is represented by the following formula (I):



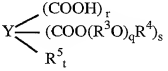
$$X\begin{matrix}(COOH)_n \\ (COO(R^1O)_mR^2)_p\end{matrix} \qquad \cdots\cdots (I)$$

(wherein m is a number of not less than 1 indicating an average degree of polymerization, and each of n and p is an integer of not less than 1, and X is a saturated or unsaturated aliphatic chain, and R^1 is an alkylene group, and R^2 is a hydrocarbon group selected from the group consisting of an alkyl group, an alkenyl group, an alkylaryl group and an acyl group).

3. An additive for a rubber composition according to claim 2, wherein in the formula (I), X is an aliphatic chain having an unsaturated bond, n = 1, p = 1, R^1 is an alkylene group having a carbon number of 2-4, and R^2 is an alkyl group or an alkenyl group having a carbon number of 2-28.

4. An additive for a rubber composition according to claim 3, wherein X is an aliphatic chain having an unsaturated bond and a carbon number of 2-8, and m is 1-10, and R^1 is an ethylene group or a propylene group, and R^2 is an alkyl group or an alkenyl group having a carbon number of 8-18.

5. An additive for a rubber composition according to claim 1, wherein the ester of the component (ii) and the component (iii) is represented by the following formula (II):



$$Y\begin{matrix}(COOH)_r \\ (COO(R^3O)_qR^4)_s \\ R^5_t\end{matrix} \qquad \cdots\cdots (II)$$

(wherein q is a number of not less than 1 indicating an average degree of polymerization, and each of r and s is an integer of not less than 1, and t is 0 or an integer of not less than 1,

and r+s+t is 6-8, and Y is an aromatic ring, and R^3 is an alkylene group, R^4 is a hydrocarbon group selected from the group consisting of an alkyl group, an alkenyl group, an alkylaryl group and an acyl group, and R^5 is a hydrogen atom, an alkyl group or an alkenyl group).

6. An additive for a rubber composition according to claim 5, wherein in the formula (II), r+s is 2 or 3, and R^3 is an alkylene group having a carbon number of 2-4, and R^4 is an alkyl group or an alkenyl group having a carbon number of 2-28.

7. An additive for a rubber composition according to claim 6, wherein Y is a benzene ring, and r = 1 and s = 1, and R^3 is an ethylene group, and R^4 is an alkyl group or an alkenyl group having a carbon number of 2-28.

8. An additive for a rubber composition according to claim 7, wherein q is 1-10, r = 1, s = 1, R^3 is an ethylene group and R^4 is an alkyl group or an alkenyl group having a carbon number of 8-18.

9. An additive for a rubber composition according to claim 1, wherein the component (i) is a polyvalent aliphatic carboxylic acid or an anhydride thereof.

10. An additive for a rubber composition according to claim 1, wherein the component (ii) is a polyvalent aromatic carboxylic acid or an anhydride thereof.

11. An additive for a rubber composition according to claim 1, wherein the component (iii) is a component having (poly)oxyalkylene group with an average polymerization degree of not less than 1, and having one or more hydroxyl groups.

12. An additive composition for a rubber composition comprising (a) a reinforcing filler and (b) an ester selected from an ester of (i) an aliphatic polyvalent carboxylic acid with (iii) a (poly)oxyalkylene derivative, and having at least one carboxyl group in its molecule, and an ester of (ii) an aromatic polyvalent carboxylic acid with (iii) a (poly)oxyalkylene derivative, and having at least one carboxyl group bonded to an aromatic ring in its molecule, in which a compounding ratio by weight of the component (a) to the component (b) is 70/30 to 30/70.

13. An additive composition for a rubber composition according to claim 12, wherein said composition further contains at least one compound (c) selected from a (poly)oxyalkylene derivative, an alcohol and its aliphatic acid ester, and an amount of the component (c) is not more than 10 parts by weight per 100 parts by weight in total of the components (a) and (b).

14. A rubber composition comprising a rubber ingredient and an ester selected

from an ester of (i) an aliphatic polyvalent carboxylic acid with (iii) a (poly)oxyalkylene derivative, and having at least one carboxyl group in its molecule, and an ester of (ii) an aromatic polyvalent carboxylic acid with (iii) a (poly)oxyalkylene derivative, and having at least one carboxyl group bonded to an aromatic ring in its molecule.

15. A rubber composition according to claim 14, wherein said composition further contains a reinforcing filler.

16. A rubber composition comprising (A) a rubber ingredient and (B) an additive composition for a rubber composition consisting of (a) a reinforcing filler and (b) an ester selected from an ester of an aliphatic polyvalent carboxylic acid with a (poly)oxyalkylene derivative, and having at least one carboxyl group in its molecule and an ester of an aromatic polyvalent carboxylic acid with a (poly)oxyalkylene derivative, and having at least one carboxyl group bonded to an aromatic ring in its molecule.

17. A rubber composition according to claim 16, wherein the additive composition (B) further contains at least one compound (c) selected from a (poly)oxyalkylene derivative, an alcohol and its aliphatic acid ester.

18. A pneumatic tire characterized by using a rubber composition as claimed in any one of claims 14 to 17.